

## Health Information and Promotion Media Health Office of North Sumatra Province

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### ABSTRACT

Health promotion media are all means or efforts to display messages or information to be conveyed by communicators, both through print media, electronics (in the form of radio, TV, computers, and so on), and outdoor media, so that the target can increase their knowledge which is then expected to become a change towards positive behavior in the health sector. Health Promotion and Community Empowerment The North Sumatra Provincial Health Office in increasing public knowledge about health and in empowering the community to improve their health status involves the business community and community organizations as well as media dissemination. The purpose of this research was to find out how information media and health promotion are in the Health Office of North Sumatra Province. The research method uses qualitative research with descriptive and peer review methods to direct research to staff who are directly at the North Sumatra Health Office as a source of information about media information in promoting public health who know for sure accurate and factual. In this study, the authors chose informants based on the needs of the authors. The author chose sources from the North Sumatra Health Office. The results of the research are health promotion, namely a form of education that aims to encourage people to behave healthily, and a form of enlightenment, namely by persuasion, persuasion, appeals, invitations, and providing information or awareness about health. Health education or promotion is a behavioral intervention that shapes behavior into good health behavior. Health promotion aims to ensure that the behavior of individuals, groups, or communities has a positive effect on maintaining and improving health. Health media includes print media in the form of leaflets, banners, and posters as well as digital media in the form of social media applications, namely WhatsApp, Facebook, and so on. Through these media the health messages conveyed are interesting and easy to understand so that the target can easily accept the messages conveyed, the media can facilitate the delivery of information, the media can avoid misperceptions, the media can clarify information, and the media can make it easier to understand.

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## INTRODUCTION

Media or props in health promotion can be interpreted as a tool for health promotion that can be seen, heard, and touched, to facilitate communication and dissemination of information. Health promotion media are all means or efforts to display messages or information to be conveyed by communicators, both through print media, electronics (in the form of radio, TV, computers, and so on), and outdoor media, so that the target can increase their knowledge which is then expected to become a change towards positive behavior in the health sector

Health Promotion is an effort to improve the ability of the community through learning from, by, for, and with the community, so that they can help themselves, and develop community-based activities, through local socio-culture, and supported by health-oriented public policies. In principle, health promotion is an effort to improve the ability of the community through learning from, by, for, and with the community, so that they can help themselves, as well as activities that are community resources, by local socio-cultural conditions, and supported by health-oriented public policies.

Health Promotion and Community Empowerment The North Sumatra Provincial Health Office in increasing public knowledge about health and in empowering the community to improve their health status involves the business world and Community Organizations as well as media dissemination. From the results of observations conducted at the North Sumatra Provincial Health Office, it was concluded that health promotion namely a form of education that aims to encourage people to behave healthily, and a form of enlightenment, namely by persuasion, persuasion, appeals, invitations, providing information or awareness about health.

The North Sumatra Health Office also does things including public health, disease prevention, and control, health services, and resources, this is done through information media that has roles such as collecting information about a disease, managing health information, and information on the nearest treatment or vaccine, services emergency and others. The basis for selecting health promotion media at the North Sumatra Provincial Health Office is that it must be based on the tastes of the target audience, not on the tastes of program administrators/decision makers. The selection of media must also have a broad impact/reach target audiences with a high level of frequency, effectiveness, and credibility, besides that, it must be delivered interestingly with frequent frequencies and carried out simultaneously and integrated to increase the scope, frequency, and effectiveness of communication messages.

## DISCUSSION

Based on the results of the observations made, the authors produced new interesting findings, namely "Information Media and Health Promotion at the North Sumatra Provincial Health Office". In the observation process that has been carried out, the authors conducted research using descriptive and peer review methods to direct research to staff who are directly at the North Sumatra Health Office as a source of information about media information in promoting public health who know for sure accurate and factual. In this study, the authors chose informants based on the needs of the authors. The author chose sources from the North Sumatra Health Office, as follows:

From the observations, it was concluded that health promotion is a form of education that aims to encourage people to behave healthily and a form of enlightenment, namely by persuasion, persuasion, appeals, invitations, and providing information or awareness about health. Health education or promotion is a behavioral intervention that shapes behavior into good health behavior. Health promotion aims to ensure that the behavior of individuals, groups, or communities has a positive effect on maintaining and improving health. For these interventions or efforts to be effective, a diagnosis or analysis of behavioral problems must first be carried out.

Therefore, the North Sumatra Health Office does things that include public health, disease prevention, and control, health services, and resources, this is done through information media that have roles such as collecting information about a disease, managing health information, information on treatment places or nearest vaccines, emergency services and others.

As for what we have learned during the Specialization Work Training (LKP) at the North Sumatra Health Office, namely learning how to convey information. Health media includes print media in the form of leaflets, banners, and posters as well as digital media in the form of social media applications, namely WhatsApp, Facebook, and so on. In practice, health promotion cannot be separated from the media. Because through these media the health messages conveyed are increasingly easy to understand so that the target can easily accept the messages conveyed (Notoatmodjo, 2005). This was conveyed again by Mr. Septo Tepriandy, SKM staff who guided us regarding health promotion media during our internship at the North Sumatra health office, which later we gained an understanding that information media is a method of carrying out health promotion to the community and the North Sumatra provincial health office as a source of information.

Benefits of Media in Health Promotion

The purpose why the media is needed in the implementation of health promotion is that the media can facilitate the delivery of information, the media can avoid misperceptions, the media can clarify information, and the media can facilitate understanding.

**Improving Health Information**

Increasing public health information aims to encourage attitudes that support healthy behavior and is supported by enabling and motivating factors to shape healthy behavior. An example of the GERMAS banner at the North Sumatra Health Office is as follows:



**1. BANNER**

Banners are one of the print media that can provide information to the public about GERMAS (healthy living community movement) which functions as an invitation to the public that GERMAS is a systematic and planned action that is carried out jointly by all components of the nation with awareness, willingness, and ability healthy behavior to improve quality of life. The implementation of GERMAS must start from the family because the family is the smallest part of society that forms personality. GERMAS can be done by doing physical activity, consuming vegetables and fruit, not smoking, not consuming alcohol, having regular health checks, cleaning the environment, and using latrines.

This is by the Instruction of the President of the Republic of Indonesia No. 1 of 2017 concerning healthy living communities. In the form of a circular letter from the governor of North Sumatra No.440/5624/2017 dated 06 July 2017 regarding the implementation of RI's presidential instructions No. 1. the Year 2017 Concerning healthy living communities. And then it will be carried out again in 2023 through the Ministry of Health's Health Development Policy Agency (BKPK) again echoing the Civilization of the Healthy Living Community Movement (GERMAS) in offices according to the instructions of the President of the Republic of Indonesia number 1 of 2017 regarding the healthy living community movement.



**2. POSTERS**

The poster is an image medium that combines visual elements such as lines, pictures, and words to attract attention and convey messages concisely. Example of a poster at the North Sumatra Health Office

This poster provides information to the public about IMMUNIZATION which aims to prevent dangerous diseases. This poster also explains the types of immunization so that the public can know how to maintain health and protect themselves from measles, BCG, Hepatitis B, Polio, and DPT- Hepatitis B. In addition to being an information media poster, it is also a health promotion media.



### 3. LEAFLET

A leaflet is a communication tool that contains short publications in the form of leaflets. Leaflets may contain information or information about companies, products, organizations, and services intended for general information.

From the example of a leaflet at the North Sumatra Health Office regarding stomach ulcers which are usually prone to occur in the community, with this leaflet the community will know how to maintain health to avoid stomach ulcers. In addition to being a leaflet as an information medium, it is also a health promotion medium.



### 4. BANNER

According to Alwi, et al. (2001: 1086) banners have the meaning of spanning cloth which contains slogans, propaganda, or news that needs to be known to the public.

The example of a banner at the public health office regarding "Prevent Stunting with Animal Protein", which provides information to the public that stunting is something that must be paid attention to, as said by the Minister of Health Budi G. Sadikin who revealed that the stunting rate is due to several factors, one of which is lack of intake of essential substances such as animal and vegetable protein and iron before and after childbirth. This affects children who are born due to malnutrition, causing children to become stunted. Therefore, the existence of banners is a medium of information for the public about stunting prevention.

## RESEARCH METHOD

This research is qualitative research using descriptive and peer review methods to direct research to staff who are directly at the North Sumatra Health Office as a source of information about media information in promoting public health who know for sure accurate and factual. In this study, the authors chose informants based on the needs of the authors. The author chose sources from the North Sumatra Health Office.

## CONCLUSION

- a. The North Sumatra Provincial Health Office has the vision to help realize the vision and mission of the Governor of North Sumatra who is dignified in life by having excellent health. With the motto; work hard, smart, thorough, and sincere. The North Sumatra provincial health office carries out the following functions:
  - To carry out the formulation of policies for health development efforts in the field of public health, in the field of disease prevention and control, in the field of health services, and the field of health resources according to their scope.

- The implementation of policies for health development efforts in the field of public health, the field of disease prevention and control, the field of health services, and the field of health resources by the scope of the field.
  - Implementation of monitoring evaluation and reporting of health development efforts in the field of public health, disease prevention and control, health services, and health resources by the scope of the field.
  - As the implementation of other functions given by the Governor related to his duties and functions.
- b. The organizational structure of the North Sumatra provincial health office consists of; ahead of the service, secretariat, the public health sector (family health and nutrition section, community promotion and empowerment program, environmental health section, occupational health, and sports), disease prevention and control (surveillance and immunization, infectious disease prevention and control section, section prevention and control of non-communicable diseases), the field of health services and resources (pharmaceutical medical devices section, pharmacy section, medical devices, and household health supplies, health resources section), service engineering implementation unit, functional group positions.
- c. Job training students specializing in group 45 fkm uinsu with specialization in PKIP are positioned in the field of public health promotion and community empowerment programs at the North Sumatra Provincial Health Office. Based on the results of observations made using descriptive and peer review methods to direct research to staff who are directly at the North Sumatra Health Office as a source of information about media information in promoting public health who know for sure accurate and factual. From the observations, it was concluded that health promotion is a form of education that aims to encourage people to behave healthily and a form of enlightenment, namely by persuasion, persuasion, appeals, invitations, and providing information or awareness about health. Health education or promotion is a behavioral intervention that shapes behavior into good health behavior. Health promotion aims to ensure that the behavior of individuals, groups, or communities has a positive effect on maintaining and improving health. For these interventions or efforts to be effective, a diagnosis or analysis of behavioral problems must first be carried out. In this study, the authors selected informants based on the authors' needs. The author chose sources from the North Sumatra Health Office.
- d. As for what we have learned during the Specialization Work Training (LKP) at the North Sumatra Health Office, namely learning how to convey information. Health media includes print media in the form of leaflets, banners, and posters as well as digital media in the form of social media applications, namely WhatsApp, Facebook, and so on. In practice, health promotion cannot be separated from the media. Because through these media the health messages conveyed are increasingly easy to understand so that the target can easily accept the messages conveyed (Notoatmodjo, 2005). This was conveyed again by Mr. Septo Tepriandy, SKM staff who guided us regarding health promotion media during our internship at the North Sumatra health office, which later we gained an understanding that information media is a method of carrying out health promotion to the community and the North Sumatra provincial health office as a source of information.

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